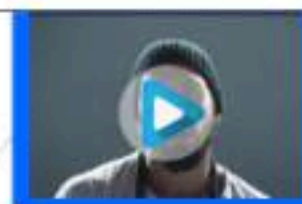




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Ogilvy & Mather wins five awards at IndIAA Awards 2016

By afaqs! news bureau , afaqs!, New Delhi | In Advertising | September 19, 2016

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J Walter Thompson and Leo Burnett share second spot with two awards each.

The India Chapter of the International Advertising Association (IAA) has announced the winners for the second edition of the IndIAA Awards. Launched by the International Advertising Association (IAA) last year, the IndIAA Awards aim to recognise the "real hard-working creative advertising that was backed by real budgets", says the Association in a press release.



(L to R) Pradeep Guha, Srinivasan Swamy, D Shivakumar, VL Rajesh, Sanjay Behl, and Ramesh Narayan

The Awards ceremony, which was held on Friday, September 16, 2016, in Mumbai, saw Ogilvy&Mather walk away with five awards, spread across the following categories: Media and Entertainment (for Dainik Bhaskar's 'Zidd Karo Duniya Badlo' campaign), Fashion and Accessories (for Titan Raga's 'Break The Bias' campaign), Insurance (for Max Life's 'Sachchi Advice' campaign), Telecom/Internet/IT/Apps (for 'Vodafone SuperNet'), and Travel, Tourism and Hospitality (for Rajasthan Tourism's 'Jaane Kya Dikh Jaaye' campaign).

There was a tie for the second place between Leo Burnett and J Walter Thompson, with each winning two awards. Leo Burnett's 'Bajaj V - Invincible' campaign for Bajaj Auto fetched it an award in the Auto two-wheelers category, along with Dentsu Communications, Bengaluru, a joint winner in the category with the latter win the award for its client TVS Motor for 'TVS Jupiter - Zyada Ka Fayda#' campaign. Leo Burnett also bagged another award in the Personal Care category for Emami's 'He Deo - Hai Respect Toh Spray Respect' campaign.

D Shivakumar, chairman and chief executive officer (CEO), PepsiCo India, and Jury Chair, talked about how the agency-client dynamics are evolving and the most successful brand campaigns benefit from this. He also talked about the crucial incubation period required for rebranding in order to be effective.

J Walter Thompson bagged an award for Pepsico's 'Pepsi Thi, Pi Gaya' campaign in the Food and Beverages category along with another award in the Fittings and Fixtures category for its client NCL Wintech for the 'Wintech - Soundproof Diwali' campaign.

Other agencies which won an award each at the IndIAA Awards 2016 include Creativeland Asia for 'Micromax Unite4 - Angrezipanti ko dikhao angotha' campaign within the Consumer Electronics category, Flying Cursor for Mahindra Group's 'Mahindra - Seed the Rise for India's Farmers' campaign within the Corporate category, Grey Group India for the Indian Army's 'Indian Army - The Most Exciting Job' campaign within the Government/Ministries category, and BBDO India for P&G India's 'Ariel - Dads Share the Load' campaign in the Home Care category.

Speaking on the occasion, Pradeep Guha, chairman, IndIAA Awards, said, "What started as a concept last year has matured very fast. It is very rare that something matures in two years and I think this concept is here to stay."

Srinivasan Swamy, president, IAA India Chapter and senior vice-president, IAA Global, added, "Last year, when we conceptualised the IndIAA Awards, we intended it to be different. We are happy to see the industry acknowledge the concept of awarding all the co-creators of the campaign. I would also like to thank the stellar Jury for its perspective on the winning campaigns."

Lowe Lintas, Bengaluru clinched an award for Flipkart's 'Flipkart Matlab Bilkul Pakka' campaign in the Online Commerce category, while under the Pharma/Wellness/Healthcare category, Medulla Healthcare Communications took home an award for its campaign 'IAPC - Last Words', for its client the Indian Association of Palliative Care (IAPC).

Headquartered in New York, the over 75-year-old International Advertising Association (IAA) is the world's only globally-focussed integrated advertising trade association with advertising agencies, as well as the media as its members.

The IAA comprises of corporate members, organisational members, educational affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world.

The membership to the Indian Chapter of the IAA which is by invitation only, has senior marketing, advertising, and media professionals as its members. The IAA in India is seen as the most active chapter by the IAA Global. IAA India is well-recognised for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum, and an array of IAA knowledge seminars, webinars, workshops, and conclaves.

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